

Executive Summary

This summary highlights the results of the 2006 Iowa Youth Tobacco Survey.

The Iowa Youth Tobacco Survey (IYTS) is conducted every two years and began in 2000. The Iowa Department of Public Health, Division of Tobacco Use Prevention and Control conducted the 2006 IYTS to monitor youth tobacco use and to measure the effectiveness of youth tobacco-use prevention and cessation programs within Iowa.

In the 2006 – 2007 school years, 61 public middle and high schools participated in the IYTS. Of the students participating in the survey, more than 87 % (3,286) of middle and high school students completed a useable questionnaire. In order to guarantee responses by participating students were representative of all middle and high school students in Iowa, weighting methods designed by the Centers for Disease Control and Prevention were used. The reported results fall within 95 % confidentiality ratios. The confidential, anonymous and self-administered survey solicited students' responses on personal demographics, tobacco use, tobacco purchasing options, quit attempts, secondhand smoke exposure, tobacco related media exposure, general attitudes about tobacco and knowledge of the Just Eliminate Lies (JEL) campaign. A comprehensive review of the results is available in the Iowa 2006 Youth Tobacco Survey Report.

Current (past 30 days) cigarette use is reported by 4 % of Iowa's middle school students (grades 6 through 8) and 22.5 % of Iowa's high school students (grades 9 through 12). The percentages of Iowa high school and middle school students who smoke remain below the most recently available national averages for youth smoking. More than half of all middle school and high school students who are current smokers expressed a desire to quit smoking at the time of the interview.

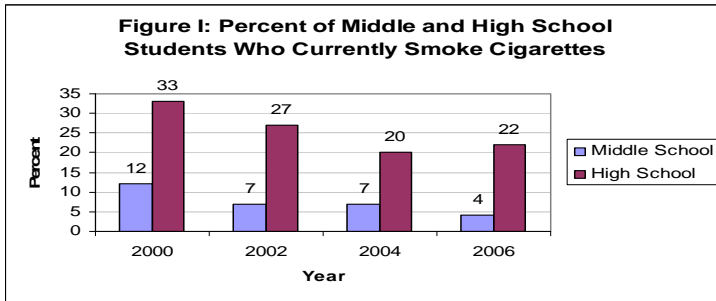
Gas stations are the primary source for high school cigarette purchases. Middle school students reported cigarette purchases were acquired through "other" routes, for example social sources. Iowa has state and federal laws prohibiting the sale of cigarettes to minors. Though Iowa's venter compliance with these laws is 90 %, youth do know where to go to purchase their cigarettes.

The youth-led Just Eliminate Lies (JEL) program has notable success in high schools where more than 73 % of high school students recognize the JEL program and believe it is doing a good job of getting the anti-tobacco message out to youth. The vast majority of those who have heard of JEL believe that it has changed their views of the tobacco industry (76 %). Unfortunately, significantly fewer middle school students have seen or heard of JEL (37 %).

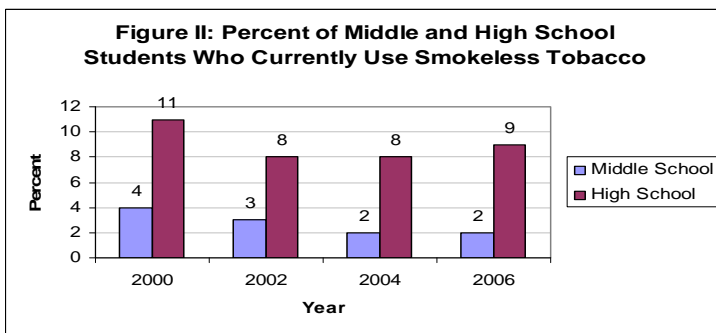
Though high school students did not alter significantly in attitudes about smoking from 2004 (probably think young smokers have more friends, probably thought smoking makes young people look cool, probably think young people risk harm smoking, probably think safe to smoke a year or two), middle school students did indicate lowered belief that young smokers have more friends, smoking makes young people look cool and thinking it is safe to smoke for year or two. More middle school students also reported that young people risk harm when smoking.

Smoking Prevalence:

To determine the prevalence of tobacco use, students were asked about their use of cigarettes or smokeless tobacco. Students were considered to be current cigarette or smokeless users if they reported using cigarettes or smokeless tobacco within the past 30 days.



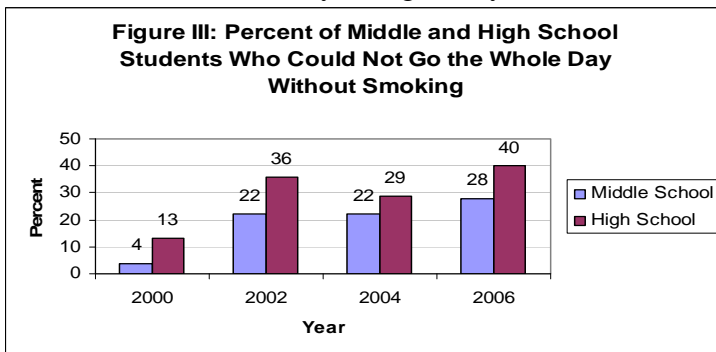
Current cigarette use among high school students has increased slightly since 2004. Middle school students have dropped in cigarette use.



Current smokeless tobacco use in middle school remained the same. High school students slightly increased their use of smokeless tobacco.

Addiction

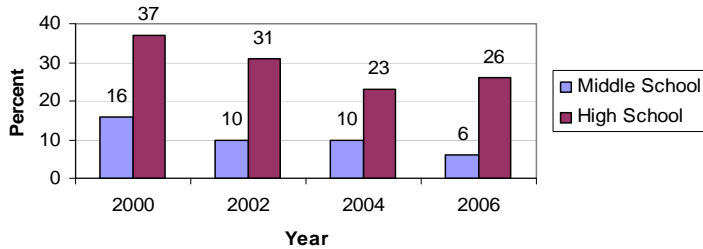
To measure addiction to cigarette smoking and future tobacco use, students who smoked were asked if they thought they could go the whole day without smoking and all students were asked if they thought they would be smoking next year.



The percent of both high school and middle school students who feel like they could not go the whole day without smoking has increased since 2004.

Though quit attempts in the past year have increased (see Figure VI), more high school students report the need to smoke daily and believe they will be smoking in one year. This data may indicate that middle and high school current smokers are becoming addicted at earlier ages.

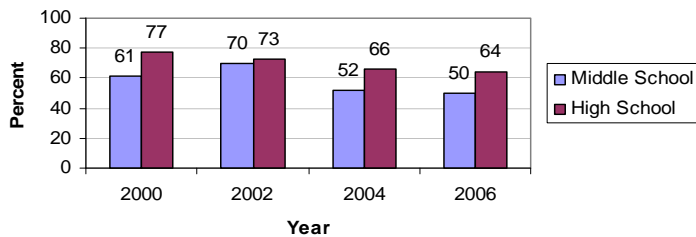
Figure IV: Percent of Middle and High School Students Who Think They Will Smoke Cigarettes Next Year



The intention to smoke cigarettes increased for high school students and decreased for middle school students.

Second Hand Smoke Exposure

Figure V: Percent of Middle and High School Students Who Spent >1 Day out of 7 in the Same Room With a Smoker

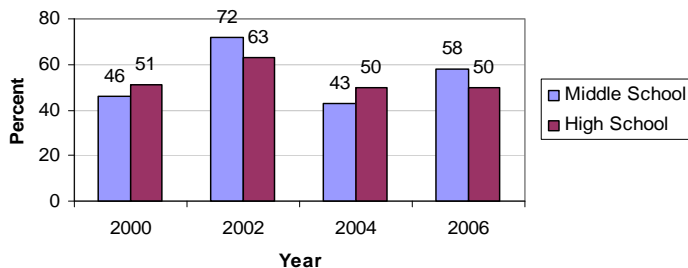


Exposure to secondhand smoke decreased slightly for both groups of students.

Cessation

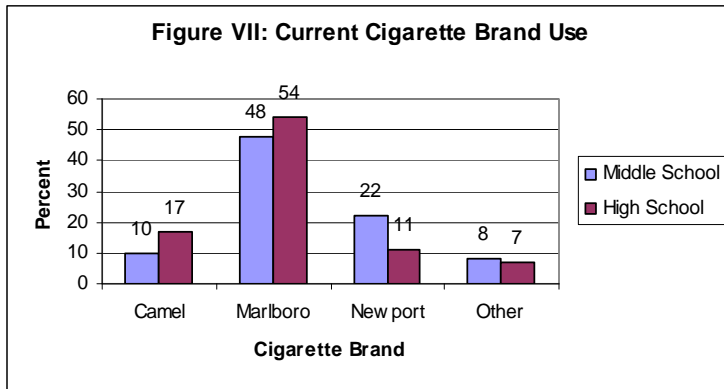
Students were asked if they wanted to or tried to quit smoking within the past 12 months. Almost three fourths of high school smokers and two thirds of middle school smokers think they probably or definitely could quit. Over one fourth have tried to quit two or more times.

Figure VI: Percent of Middle and High School Students Who Tried to quit in the Past Year



More middle school students tried to quit in the past year, while high school student quit attempts stayed the same as 2004.

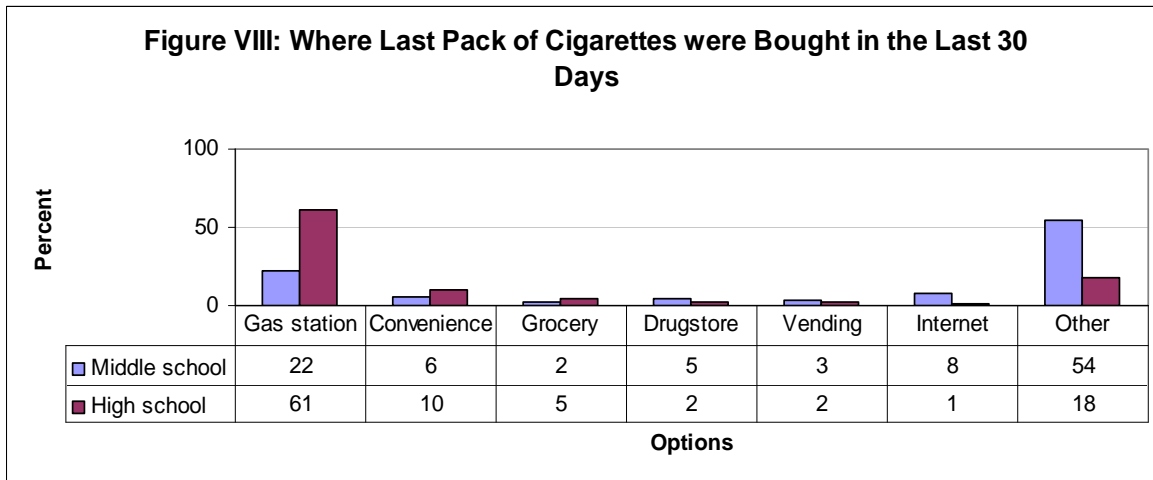
Current Brand Use



Marlboro is the cigarette brand of choice for both middle and high school students. More female middle and high school current smokers are more likely to smoke menthol cigarettes than male current smokers.

Tobacco Sources for Youth Tobacco Users

The survey asked student tobacco users how they usually purchased tobacco products. Gas stations are common places for both middle and high school students to purchase their last pack of cigarettes in the past 30 days.



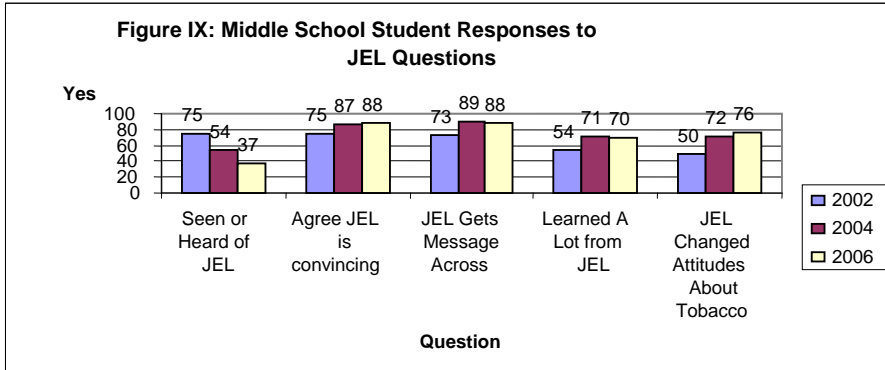
Just Eliminate Lies (JEL) Youth-led Campaign



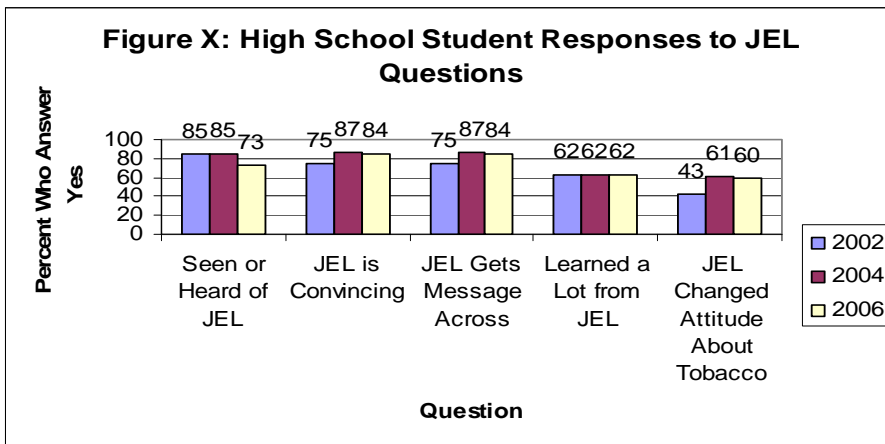
By and large, tobacco use among middle and high school students in Iowa has decreased since 2000. However, as Figure IX shows, there has been a significant decrease in the number of middle school students who have “seen or heard of the Just Eliminate Lies” campaign. Though middle school students who are exposed to the JEL program report they

have “learned a lot from JEL” since 2002, it is apparent that JEL must include its outreach to middle school students.

Percent Who Answer



JEL’s outreach to high school students continues to be effective (Figure X). Students state that JEL is “convincing”, “gets message across”, and “has changed their attitudes about the tobacco industry”.



Smoking and Asthma

Starting in 2004 the Iowa Youth Tobacco Survey included survey questions about smoking and asthma. To assess whether students who smoked had higher rates of asthma or reported increased absence from school due to illness, students were asked whether they ever had asthma, currently had asthma, how many asthma episodes or attacks they had, and how many days of missed school they had due to illness.

While both smoking and having asthma are risk factors for having missed at least one day of school in the past month, middle and high school youth who both have asthma and smoke were at especially high risk of missing multiple days of school. Compared to students who do not smoke, middle school and high school students who smoke are more likely to have ever have had asthma, to have current asthma, to have had an asthma attack in the past year and to have missed multiple days of school in the past month. The following bullet points are highlights of the asthma related data analysis.

- In middle school, 36% of smokers had ever had asthma vs. 19% of non smokers.
- In high school, 24% of smokers had ever had asthma vs. 20% of nonsmokers.

- Current asthma prevalence rates were 25% higher among smoking high school students and 60% higher among smoking middle school students compared to nonsmokers.
- While both smoking and having asthma are risk factors for having missed at least one day of school in the past month, middle and high school youth who both have asthma and smoke were at especially high risk of missing multiple days of school.

About 75% of middle students with asthma and 60% of high students with asthma who smoked missed one or more day of school in the past 30 days.

Only about 35% of youth with asthma who were nonsmokers missed any school in the past month.

- More than 10% of high school students who had asthma and smoked missed 10 or more days of school in the past month. Among middle school students with asthma who smoked, about 5% missed 10 or more days of school. Of those with asthma who did not smoke, only 1%-2% of students missed 10 or more days of school, a proportion comparable to that of students without asthma..
- Overall, 60% of students who smoked and 35% of students who did not smoke missed a day of school in the past month.
- About 15% of middle and high school students report having current asthma, while about 20% report having ever had asthma.
- About 10% of middle school and 15% of high school students report having had an asthma attack in the past 12 months.

Conclusions

Smoking has continued to decline for middle school students in Iowa, from 39% in 2000 to 17% in 2006. The steady decline in smoking for Iowa's high school students has stalled, with about 22 percent of Iowa's high school students reporting that they were current smoker in 2006. While this is still substantially below the 31 % of high school students who were smoking in 2000, Iowa's experience mirrors what is happening nationwide as the trend of decreasing youth smoking has recently slowed.

Two recent events can be expected to get Iowa back on track to significant reductions in both middle school and high school smoking in the near future: passage of a \$1 increase in Iowa's cigarette excise tax and passage of the Iowa Smokefree Air Act. Two of the most effective strategies for preventing the initiation of tobacco use by youth are to increase the price of tobacco products and to ensure smokefree environments in workplaces and public places. Iowa has taken both of these important steps since the 2006 Iowa Youth Tobacco Survey was completed.

For a complete summary report of the data analysis of the Iowa Youth Tobacco Survey please review "2006 IYTS Summary—Full Document" on the IDPH website at <http://www.idph.state.ia.us/tobacco>

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